



Shareholders change name to K mart Corporation

At the 65th annual meeting on May 17 company shareholders, accepting the suggestion of the Board of Directors, voted to change the company's name. The new name aims to clarify our company and its retail function to the public, where polls had revealed that people were confused about the Kresge-K mart relationship.

K mart, elaborated Chairman of the Board Robert Dewar, has a high recognition factor and fine image, and although the change evinces emotion in all company associates, the Board felt that it was in the best interest of all to change to K mart Corporation.

The heritage of excellent employee relations and company values entrusted to the company by its founder, Sebastian Kresge, will always remain and can be the source of great pride, assured Mr. Dewar.

In another area, Mr. Dewar discussed our financial resources, stressing that our store opening program of last year was thoroughly studied, not impulsive, and our confidence in future operations prompted a 75 percent increase in the annual dividend rate (the portion of profit paid to the stockholders) from 32¢ to 56¢.

Mr. Dewar credited our strong financial position to increasing customer acceptance. "That increasing customer acceptance can be seen in the continuing store-for-store sales

increases in existing stores, despite increasing competition over the last few years," he said.

The results of the first quarter were released, showing an increase of 19.8 percent in sales for the 13 weeks ended April 27, 1977 over the same period in 1976. Sales were \$2,016,824,000, on target with expectations.

K mart Apparel results were above plan, adding to the subsidiary's outstanding track record. Losses due to the fluctuation in the Canadian economy and unfavorable weather conditions in the U.S. resulted in "flat" earnings — a .3 percent increase in '77 over '76. However, Mr. Dewar pointed out that after making allowances for changes in accounting policies over the years, the 1977 first quarter pre-tax profit was the highest percentage of sales since the start of our K mart program in 1962, except for the record set in 1976.

Retail sales are expected to be strong throughout the rest of the year, and Mr. Dewar forecasted opening 135-140 stores during 1977 in the United States, Canada and Australia.

In other business of the meeting, shareholders elected Carl Gerstacker, chairman of the finance committee, The Dow Chemical Company, to his first term on the K mart Board. He replaces George Russell who retired.

Over 30 people from the audience of 1,300 took the microphone to express their opinions to the Board of Directors, punctuating the meeting with sentimentality, humor, anger and empathy, drawing answers from Mr. Dewar on the name change, dividends, minorities and merchandising.



C. Lloyd Yobe, retired director and vice president of discount operations, proposed that the name of the company be changed to K mart Corporation.

Some travelled great distances, and they ranged from a housewife to a PhD.

Kresge retirees also attended in number, and many retired executives took a part in the protocol of the meeting.



Carl Gerstacker, elected to the Board of Directors at the meeting, has made notable contributions in both the private and government sectors.

Name the News contest

Our employee newspaper needs a new name that will reflect our corporation and our people. All employees are eligible, including those of subsidiaries, to enter our name-the-news contest. Just fill out the coupon below and return it to us by the end of the month.

The winner will receive a 19-inch portable color television. You may enter as many times as you wish. The suggested name cannot be

known to exist for any other publication.

Decision of the judging committee will be final. In case of a tie or duplication of entries, there will be a drawing to determine the winner.

If you don't have an official entry blank, you may send your recommendation on a blank sheet of paper, adding your name, store number or location, city and state.

Please print clearly.



Stanley Kresge, Chairman of the Kresge Foundation and son of the founder, talks to reporters after the meeting. Although not pleased about the name change, he said he was willing to abide by the stockholders' decision.

NAME THE NEWS CONTEST COUPON

I suggest the name _____

Name _____

Store or Location _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

City _____ State _____

Promotions announced

Charles Rowe has been promoted to director of transportation for the K mart Corporation. He entered the company's traffic department in 1967 and through the years has gained the experience and knowledge to merit his new position.

Promotions in the traffic department include Frank Nemcek, employed since 1951, to general traffic manager; Salvatore Porcasi, who joined the company in 1966, to assistant general traffic manager; and William Drohosa, with the company since 1950, to traffic manager, carrier routings.

In merchandising, George Glassmeyer, former manager of K mart 4177, St. Clair Shores, MI, has been promoted to buyer in department 12, dry goods.

Mr. Glassmeyer joined the company in Dayton, OH. Since his first managerial assignment in 1952 at Store 373, Baltimore, MD, he has managed several Kresge and K mart stores and also served as district manager in the Southern and East-



Rowe



Glassmeyer

ern Regions. He managed Store 4177 for the past three years.

Ronald Gamble, former manager of Kresge 718, Hawthorne, CA, reported to Troy as assistant to Buyer James Crawford, party goods and table decorations.

John Phebus, former manager of K mart 9033, Emporia, KS, is now assistant to Buyer John Sommer-ville, home improvements.

In the construction division, Louis Oberheiser has been named assistant manager of the maintenance division. He joined the company in 1968 and has served as air conditioning engineer, maintenance supervisor, and Southern Regional maintenance supervisor.

John Luddy has been promoted to regional maintenance supervisor, Southern Region, reporting to O. Keith Fjetland, regional construction manager.



Bob Rodgers received a handsome light-up globe to remember the honor by.

Rodgers named World Trader

K mart Corporation's general manager of imports has been named the 1977 World Trader by the World Trade Club of Detroit.

Since 1953, the World Trader of the Year award has been bestowed upon an individual whom the organization feels has made a significant contribution toward fostering U.S. trade relations abroad.

Robert Rodgers' credentials more than qualify him for the distinction.

He began his career in 1935 and in 1945 transferred to the Detroit Office's expense control department.

In 1949, he was promoted to assistant manager of the import department, and in 1960 earned his present position.

He has travelled extensively in Europe and the Far East on behalf of the company, and supported many U.S. shipping lines and custom house brokers.

News briefs

April sales up

Sales for the four weeks ended April 27, 1977 were \$739,713,006, up 18.7 percent from the same period last year, or an increase of \$118,307,006. For the 13 weeks ended April 27, 1977, sales increased 20.9 percent over last year.

Commenting on the sales, Chairman Robert Dewar said, "Sales for the combined March/April spring and Easter selling period were up 20.8 percent over the same period for 1976.

"This would indicate continued strength in consumer confidence" as sales in 1976 were up over 25 percent in comparison with the same period in 1975.

"While sales compare favorably with the previous year and are on target with our projection for the first quarter, expenses and gross margin factors will very likely not compare as favorably against the excellent results of the first quarter of 1976, when a record pre-tax profit was reported. We continue to be encouraged about the strength of the economy and are optimistic about the full year's results."

Ten stores opening

Count	Region		Opening
1	E	3361, Allentown, PA	June 9
2	E	7157, Pennsville, NJ	June 9
3	S	3246, Margate, FL	June 30
4	S	3398, Pompano Beach, FL	June 30
5	S	7046, Goldsboro, NC	June 23
6	S	7079, St. Augustine, FL	June 23
7	S	9057, Columbia, TN	June 16
8	W	3274, Sunland, CA	June 30
9	W	3334, La Verne, CA	June 30
10	W	3374, Federal Way, WA	June 9

Grandest opening yet

Just a scant two months after the grand opening of K mart 3367 in a former brickyard in Chicago, IL, officials are predicting that this new store will reach its third year sales estimates within the first two years of operation.

The Brickyard store opening on March 16 was the most successful since K mart's inception. Its first few weeks of life have proven the wisdom of K mart's concepts of building on the vacant property in the densely populated residential midwest-side of Chicago.

The Brickyard, when completed in 1978, will be a two level regional mall, and represents the first mall and K mart within Chicago's city limits. Brickyard K mart displays a number of innovations: All store receiving is done in a tunnel, delivering to an enlarged stock room, with never a truck trailer seen to the public. Also, the automotive department boasts 12 bays for speedy drive-through service.

Similar developments look possible. Kresge will study property opportunities in other large, major metropolitan areas where land has been previously unavailable.

New size successful

As K mart approaches three full years since introducing the Group Nine stores of 40,000 square feet, company executives have learned a great deal about merchandising for smaller cities. The most recent response has been a new size, 55,000 square feet.

Due to acquisitions in the last year, the new 55,000 square foot K marts comprise 91 of the 161 Group Nine stores now operating.

"It fills the gap between the 40,000 and 68,000 square foot stores," stated President Ervin Wardlow. "We now have a choice of two sizes (40,000 and 55,000) for small cities of 12,000 to 15,000 population.

"With the larger stores, we can be more complete and show the customer a greater assortment of merchandise, include a small cafeteria, and utilize an enlarged stockroom

area to more effectively operate the store," Mr. Wardlow said.

Kresge News

© 1977 BY K mart Corporation

June, 1977
Vol. 35, No. 5

PEGGY NOWAK - Editor
DEBBIE WALLIS
Assistant Editor

Kresge News is published ten times a year by the K mart Corporation, 3100 W. Big Beaver, Troy, Michigan 48064, in the office of Samuel G. Lefrancis, vice president for personnel and employee relations.

Circulation 112,400
Member of International Association of Business Communications

Make it kids' top priority: immunization

Of the 52 million American children under 15 years of age, 20 million are not properly immunized against polio, measles, rubella, tetanus, diphtheria and whooping cough—all diseases that can seriously threaten them.

The nation has the vaccines, the public and private health care resources, and the know-how to immunize these youngsters.

Yet it is not being done. Instead, the number of unprotected children is growing.

President Carter has made comprehensive childhood immunization a major goal of his Administration. The time frame for progress set by the President is to reach all those who need immunization within the next two years.

It's not just an individual clinical problem. When vaccination rates hover at only 60 to 65 percent of the eligible youth population, as they do today, the chances of serious outbreaks of diseases greatly increase.

Immunizing your children is not a question of convenience, then. It's a serious health hazard that could descend on our land a fierce toll.

K mart associates are urged to do their part. Look into protecting your family through either your family doctor or public health clinics. You'll be doing yourself, your family and your country a great service.



All winners of the Management Game received an award of merit.



One delighted assistant accepts his award from Michael Willman, research department manager.

Assistants' 'eight-day week' shows leadership 204 strong



Seminar diplomas were presented to each assistant.

The announcement of the winners of the Management Game concluded the May 1-8 Assistant Managers' Seminar at International Headquarters. It was a week in which 12-14 hours of daily activity rivalled the pace of a store opening. All 204 assistants present actively participated in merchandise presentations, examinations of management and

merchandising issues, and of course separated into teams to try their success at the Management Game which measures sound business judgment. It was developed by Research Manager Michael Wellman, and has been a highlight of the week at Headquarters since its inception in 1971. No one wanted the fictitious "booby prize" proffered by the computer: a one-way ticket to sunny and warm Fairbanks, AK to manage Jupiter 5555.

Interspersed among the busy work-day schedules were light touches. Miss Michigan of 1977, Diane Hanson, graced Emory Larsen's demonstration for health and beauty aids. A special dinner with entertainment engaged assistants as well as Headquarters and Regional executives in an enjoyable evening at a local restaurant.

To accommodate the tremendous growth of the management program, a second seminar, hosting 200 more assistants will take place June 6-10. When the first seminar was launched in 1960 at the Detroit Office, all of 35 assistants were welcomed.



Chef Willy Smith, far l, and Mr. Bert Cave, cafeteria manager, served the assistants the best the KIH kitchens had to offer during their visit which included most meals at Headquarters. Noel Page, director of employee relations for K mart Australia, Ltd., far r, and Jim Cunningham, building maintenance manager, have a friendly chat with them.



The Management Game engrossed these team partners.



Merchandise displays like this one of housewares, plastics and glass and dinnerware were set up for the assistants . . .



. . . as well as a demonstration by Gilbert Little, who led a seminar in dry goods, curtains and drapes.



President Eryin Wardlow addresses a group.



Dinner at the Raleigh House offered a relaxing evening on Wednesday.



Miss Michigan obliged some autograph seekers.

Jolly Australian visits States

Noel Page says that his favorite hobby is talking. Add to this great personal warmth and natural wit and it becomes easy to understand how this charming man became vice president of personnel for G. J. Coles and Coy, Ltd. (In Australia, he's called group controller-personnel.)



Noel Page

K mart Corporation and Coles mutually operate K mart Australia, Ltd. and Mr. Page recently visited International Headquarters from his home base in Melbourne.

"Primarily, I came here to see the personnel administration both

in the Headquarters and the Regional offices, and to attend the assistant managers' seminar. I've done that," the dapper dresser quips.

"I learned a tremendous amount; my most outstanding impression is that this is truly a people company. They say it is, and it is. The management cares for people, and people care for people."

The tall gentleman speaks highly of the hospitality that greeted him here at K mart and in the States. He especially likes the quick "Hi!" he hears frequently and informally. And he loves to hear our common saying, "Have a nice day."

"It's a happy organization here, but efficient, too. I feel at home here at K mart's," he says with a firm nod.

A high point of his trip, he relates, was receiving his 35-year pin from Robert Dewar, Chairman of the Board. The pin and other employee recognition programs, and the management training program, have sparked many ideas for his return.

Coles, he explains, is based on a people-oriented policy very similar to K mart. The subsidiary is operated as a total partnership, and Mr. Page assures that the best aspects of our training and outlook will be carried back with him.



Mr. Werschky's green thumb is often apparent around KHM. Here, he points out the finer features of an anemone grown from a bulb he tested for the horticulture department.

Ray Werschky, buyer, retires

Ray Werschky plans on doing a lot of gardening when he retires, but he's looking forward to it because, he says, "I should have been a farmer" — even though he was a pre-med student when he dropped out of college in 1934 to take a full-time job with the company for \$18 a week.

In high school, he had worked part-time at Kresge Dollar Store 1237, Flint, MI. Family commitments required that he leave college and work during those Depression times. Now, 43 years later with 45 years of service, the buyer of dry goods admits, "I'm going to miss this business."

"I don't know a job anywhere in the world anything like this. It's a delight to develop something new in a color or a fashion or a design and watch it grow into a 10-million-dollar business."

It's the only job Ray Werschky ever had, and it paid off in a top-notch merchant who served K mart admirably. His career path was

somewhat out of the ordinary due to the war.

In March, 1941, he came to the Detroit Office as an assistant. Unlike most other assistants who serve for two years and then go back to the stores, Mr. Werschky stayed on. His first assignment was for the sales director, the next for the sales manager.

When the war claimed an assistant in dry goods, he transferred there, and spent his remaining 31 K mart years in that department, working his way to the position of buyer.

His two sons reflect his two early career goals. One is a surgeon in Oregon and the other a merchant who owns two gourmet food stores in the metropolitan Detroit area. He gives his wife all the credit for their fine upbringing.

He tried to get both into the training program, especially the business major. "Pop," he said, "I wouldn't work as hard as you work." Now comes his well-deserved leisure.

Private label story

Special delivery on this product

Deck mops may seem to be a lowly household item to the average person, but to a very special company in Evansville, IN, they represent both individual personal triumph and a successful partnership with K mart.

The supplier of deck mops for our stores nationwide is the Evansville Association for the Blind, and within the last two months they surpassed 1 million units in sales of this product since acquiring our account six years ago.

To the 15 visually and non-visually handicapped who work full-time in the association's industrial division, that provides the self-esteem that goes with a paycheck.

But it was never a case of charity, however. In 1971, Robert White, the association's sales manager, negotiated with Department 41, house-

holds, to supply one item, a 10-oz. cotton deck mop, on a trial basis for the Atlanta Distribution Center.

One year later, based on the service and quality of the product, the second item, a 10-oz. rayon deck mop, was approved for Atlanta.

In July, 1973, the Lawrence Distribution Center received the two mops, meaning that the association would be supplying 45 percent of our company's retail deck mops.

They became our exclusive supplier of deck mops in March, 1974, and after serving K mart Corporation for two more years, were proud to package their product under our private label in February, 1976.

It's a story that is duplicated for our vendors many times throughout the company, but in this case, one that supplies rewards far beyond financial for all concerned.



The industrial division of the association employs 15 people.



Every person manufacturing the K mart deck mop is handicapped, most of them being blind.

In memoriam

On February 23 in Robinson, IL: Ruby Akeman, retired from 618, Gary, IN.

On April 23 in Joliet, IL: Edward Zakowski, 4095, Joliet.

On April 22 in Dallas, TX: Mary Juanita Landess, 704, Dallas.

April 19 in Fort Wayne, IN: Joseph Mallison, Fort Wayne Distribution Center.

On April 15 in Lancaster, NY: Angela Segert, 4176, Cheektowaga, NY.

On April 9 in Florissant, MO: Vita Coyne, 4193, Bridgeton, MO.

On April 19 in Riverdale, NY: Eugene Bocchino, 3056, Wayne, NJ.

On February 2 in Madison County, MS: Henry Berry, K mart 3081, Jackson, MS.

On May 4 in Ohio: Lawrence Hathaway, retired from 120, Canton, OH.

On November 29, 1976 in Conyngham, PA: Floyd Greiff, retired from 62, Coraopolis, PA (closed).

On April 27 in Whitmore Lake, MI: Friscilla Dowdy, 7061, Brighton, MI.

On April 29 in Kansas City, MO: Melvin Bodenheimer, 4442, Overland Park, KS.

On April 21 in Muncie, IN: Hassle Hancock, retired from 4268, Muncie.

On April 25 in Brockton, MA: Francis Whitten, 4407, Brockton.

On April 29 in Philadelphia, PA: Agnes Seitz, 438, Philadelphia.

On April 13 in Loockapoka, AL: John Cosley, K mart 7059, Auburn, AL.

Sunnyside up

K MART 3121, Memphis, TN—Jan Fatka

"I recently purchased a Minolta SRT-202 camera from your store and was so impressed with the quality of your salesperson and your low prices that I had to write.

"Your prices are better than competitive, but the real reason I purchased my camera and its accessories was because of Jan. All too often, people in camera departments are very technically competent, yet are unable to make laymen like myself comfortable in our ability to understand 'f-stops,' 'focal lengths' and other unfamiliar terms.

"Jan took the time over a two day period to insure that I felt able to handle the complex SRT-202, rather than merely hardselling it to me. Consequently, I will plan to purchase my next equipment from her in the future, and will certainly recommend her to my business associates here in Memphis. Please pass along a 'Well done!' to Jan for me. She is a tremendous asset to your store."

K MART 9073, Burley, ID—Tom Williams and Mike Decker

"Last winter I was travelling across Idaho on my way back from a Montana elk hunting trip. On a Sunday the exhaust pipe of my truck cracked in a manner which made further driving impossible. I was near Burley, ID, and the only store open was your K mart. Without much hope of success I pulled into the lot and discussed my problem with your Tom Williams.

"He was extremely helpful. With the help of Mike Decker, he located the owner of an auto parts house and requested that individual to specially open his store so that we might obtain the needed part. It turned out that the supplier didn't have it, but Mr. Williams devised a way of giving the truck a temporary, but serviceable repair.

"Over the years I've come in contact with numerous people in many businesses. Rarely, if ever, have I received such concerned and competent attention."

K MART 4376, Waukegan, WI—Ed Zimmer

"As a woman who has just moved an entire household out-of-state, I would like to thank your store for generously supplying me with packing boxes. This may seem an odd acknowledgement, but I can assure you that it is near impossible to find boxes—especially since I needed so many.

"Other stores promised clean, uncrushed ones to me, but the only person who was considerate enough to truly help was Ed Zimmer of your stockroom. Thank you again, K mart, and Ed, it was a great way for you to recycle!"

K MART 3146, Clearwater, FL—Sherry Hancock

"I'm writing to let you know of an employee you have working for in home improvement by the name of Sherry Hancock. She is one of the most courteous ladies my wife and I have encountered in many years. Her suggestion on articles we bought suited us to a 'tee' and while taking care of us, she handled other customers just as well with a smile for everyone at all times.

"Sherry is an asset to your business, and if you would kind of pat her on the back, we would be very thankful."

K MART 3606, Marquette, MI—Entire staff

"Last month I phoned your store to check up on a boy's suit. The cooperation I received was marvelous. I got a return phone call telling me all the colors and sizes available. Let me tell you, it made being in Kingsford, MI a pleasure despite the bad winter weather.

"The second phone call asking if I got the right suit and if I was happy with it came when I wasn't in. Yes, it is fine, fits perfect and you made us very happy. Your public relations are excellent and I will most definitely tell everyone I know about the fine service you offer in Marquette and Kingsford. Thank you!"

The following employees are among the many who received commendation letters:

Richard Lockhead, K mart 7061, Brighton, MI
 Dave Young, K mart 4432, Santa Ana, CA
 David Milligan, Jupiter 4582, Hudson, NY
 Mike Rollins, K mart 4655, Pittsburgh, PA
 Ms. Viola, K mart 3391, Staten Island, NY
 Donna Blacka, K mart 4267, Middleburg Heights, OH
 Jim Jenkins, K mart 3212, Fayetteville, NC
 Bill Schimanski, K mart 4203, Indianapolis, IN
 Debbie Richardson, K mart 7116, Newark, DE
 Lula Crum and Sarah Roberts, K mart 3054, Montgomery, AL
 Rosemary Goller, K mart 4674, Southfield, MI
 Judy Heinman, K mart 4183, Woodhaven, MI
 Virginia Marion, K mart 3243, N. Canton, OH
 William Shipper, Betsy Percak and Pam Tepick, K mart 3343, Lansing, MI

Anniversaries

45
years



Vera Meyer
June 10
139, Newport, KY

40
years



Ruth Harper
July 3
4031, Bloomington, IL

Ruth Walk
June 15
750, St. Petersburg, FL
 Mahol Orion
July 3
4624, Chicago, IL

Mary O'Andersin
July 27
33, New Haven, CT

35
years



Irma Marshall
July 13
EKO



Norma Metz
June 12
123, Southfield, MI



Margaret Myers
June 8
282, Pittston, PA



Council Cowan
July 5
K mart Enterprises

Norma Kirk
July 22
SKO

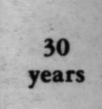
Winifred Barney
June 19
4461, Warwick, RI

Dorothy Morris
June 1
150, Portsmouth, OH

Mary Synouse
June 19
651, New London, CT



Bernard Poucher
July 23
WRO



Margaret Ebert
July 21
KIH



Marthabell Dresbach
June 14
171, Lancaster, OH



Hazel Rutins
June 28
4062, Danville, VA

30
years



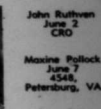
Edmund Sly
June 30
KIH



James Hinton
July 23
KIH



Leonard Scheffer
July 28
4282, Industry, CA



John Rulhven
June 2
CRO

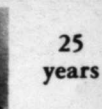
Raymond McAfee
4331, Pontiac, MI
 Asunta Binkowski
July 16
3093, Cromwell, CT

Mosine Pollock
June 7
4548, Petersburg, VA

Mary Egan
July 19
4255, St. Petersburg, FL



Louise Zillo
May 5
259, Waterbury, CT



Donald Brown
June 16
4086, Birmingham, AL



Freda Wilde
June 20
307, Ironton, OH



Clifford Markley
June 2
4111, Birmingham, AL

Winifred Gori
July 16
651, New London, CT
 June Hausam
June 18
92, Scranton, PA

25
years



Florence Hunt
July 8
KIH



Daniel Conter
July 21
FWOC



Jewel Knight
July 21
KIH



John Kartz
June 20
4526, Hartford, CT



Bessie Tutor
July 29
678, Westland, MI



Elizabeth Fay
July 23
545, Philadelphia, PA



Grace Janowski
July 25
4199, Tonawanda, NY



Joe Williams
July 25
FWOC



Dorothy Specht
July 29
3013, Cleveland, OH

Erva Hildebrand
July 12
634, Rochester, NY
 Ray Jones
July 20
493, Wisconsin, WI

Edna Eckel
July 29
4227, Des Plaines, IL

PD



1

2



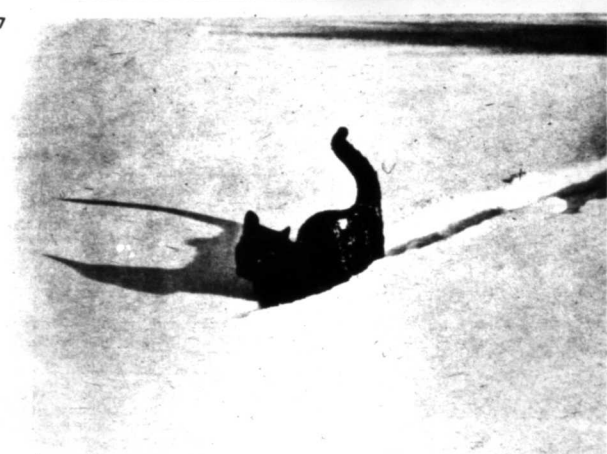
3



4



6



Employees' Photo Contest Honorable Mention winners

1. Sharon Allinson, K mart 3116, Wilmington, NC; color
2. Peggy Kandas, K mart 4183, Woodhaven, MI; color
3. Jim Nitschke, K mart 4057, Fargo, ND; color
4. Frank Dooley, K mart 4354, Lubbock, TX; color
5. Shirley Nevius, K mart 3388, Bethel, PA; color
6. J. Vincent Padula, Jr., K mart 4363, Tucson, AZ; color
7. Jerry Hoehn, K mart 4218, Appleton, WI; black and white
8. Paul Thoren, K mart 3025, Tualatin, OR; color

These photos conclude the 1977 Employees' Photo Contest. To the approximately 500 entrants, thank you for supporting our contest, and see you in the next one!

Central Regional News

Role-playing yields both positive, negative results

In an effort to prevent bewildered staffers from questioning "What happened to the toy in this box?" "This article had the ticket changed!", K mart 4203 in Indianapolis, IN, held a contest to encourage employees to help cut down on shrinkage and shortages. Everyone was asked to create a poster depicting waste or compose a list of ways to reduce it.

Kevin Williams, stockroom, won first prize for his original poster and Barbara King, refunds, beat all other contestants for her 95 suggestions on preventing waste.



Kevin and Barbara display their winning entries in 4203's contest.

Flint, MI's K mart 4040 has a personnel manager who befriends people as well as animals. Sometimes, alas, even good intentions go awry.

Pat Krug found a poor hungry little black Labrador puppy last summer which she named Maynard. She also discovered many stray neighborhood dogs were randomly prowling through residents' garbage cans, so she called the local dog pound to inform officials to be on the lookout for destructive pets.

Her plan backfired when her own unlicensed pup was found wandering around, and the dog catcher picked up and carted Maynard off to the pound. After paying out \$44 for fees and shots, making trips to the pound and an appearance in court, Pat has decided to stop troubleshooting and leave the law — and other dogs — alone.

Assistant Manager Randy Skora of Kresge 364, Warren, MI, took on an unusual opponent last month at

the 1977 Outdoor Show held at Detroit's West Armory. Randy battled Victor the Wrestling Bear in front of newsmen, radio broadcasters and the public. There were no injuries, just lots of fun.

The Mothers of K mart 3344 in Kentwood, MI were the honored guests of a Mothers Day breakfast cooked and served by the male employees last week. Ruth Russell, domestics, had the pleasure of being waited on by Manager William Charron. She deserves it: Ruth has eight children, 34 grandchildren and seven great grandchildren.

At the end of the bowling season, Cincinnati, OH's K mart 4165 voted that Debbie Kavanagh and Betty Rains were the most improved bowlers of the team.

Triple trophies



Ivory Orene Robinson has a lot to smile about: She took trophies in her mixed doubles bowling league for high game of 237, high series of 623 and highest average of 174. Ivory is candy department manager for K mart 4096 in Saginaw, MI.



Keeping up with the latest craze to display a message on one's shirt, Kim Longest, I, and Debbie Taboe of Evansville, IN store 3224 show off their outfits for Customer Courtesy Week.

It's a bird . . . it's a plane . . .

The staff of K mart 3030 in Terre Haute, IN is eagerly awaiting the return of a thrilling aerial company that entertained local audiences last year. Aerial stuntman Joe Hughes and his wing-walker Steve Trevor were participants in the 1976 Terre Haute Benefit Airshow which donated its proceeds to the Special Olympics, a national organization assisting handicapped children to achieve their fullest potential through participation in athletic competitions and activities.

Joe is well-known for his spine-tangling stunt work, most noticeably in the television series "Spencer's Pilots" and in motion pictures such as "The Great Waldo Pepper." Steve is a college gymnast during the school year who spends his free time walking the wings of Joe's Super Stearman airplane.

During last year's visit, the two performers worked closely with 3030's Camera Manager Dave Littlejohn, who is on the Board of Directors of Sports Aero Council, Inc., the company which produces the aerial show. Dave will again serve as safety and grounds director this year.



Dave Littlejohn, Joe Hughes and his partner Steve Trevor will meet again when the stuntmen arrive for this summer's show.

Del's intervention prevents suicide

Doctors and pharmacists have several things in common: knowledge about drugs, certain specialized medical training and ability to help people get well. But it's the physician who is usually called upon to save a life. Pharmacist Del Bowling from K mart 3159 took his job a bit further recently, and did indeed prevent a death—by suicide.

He answered the phone one night at the Farmington, MI store to have a woman ask how large of an amount of two drugs were required to cause death. She told Del she had become depressed lately and was overwhelmed with family problems. She didn't give her name or say where she was, and she hung up after five minutes.

Del thought about the drugs she had mentioned. One of them was given to epileptics, and he suddenly remembered having special ordered the medication for a recent customer. After looking up the woman's name in his records, he notified the police of her address.

The officers arrived at the apartment and convinced her not to take the drugs. Del's intervention had been timely, and a few days later, the young woman came to the store to thank him for his good deed.

Vacationer travels to exotic Bahamas

People frequently say they're going on vacation to "get away from it all."

Sharon Franta did get away—to a pleasantly different change of locale removed from many of the conveniences of modern society.

With 26 other high school students and four teachers, the part-timer from Kresge 28 in Cleveland, OH vacationed on Andros Island, the largest island in the 700 island chain known as the Bahamas. The group discovered they were in the midst of a population which didn't even possess a fire department. Furthermore, only eight automobiles and five boats were owned by natives because of the astronomical import tax imposed on them.

The travelers lodged in six cabins offered by the Columbus, OH chapter of the American Field Study organization. They learned that a mandatory island policy was to turn electric lights on at 5:00 p.m. and extinguish them at 11:00 p.m.

Sharon's visit coincided with the completion of the island's first three room high school. She and her friends were entertained at the island's Easter festival, the Regatta, which featured sailboat races, native dancing and food outdoors.

It was a scenic getaway, and Sharon on her return to Store 28 spurred a big interest among co-workers to explore exotic surroundings like Andros Island.

Eastern Regional News



This group of K mart 3102 employees was among 500 people who embarked on a 20-mile walkathon through backwoods Pennsylvania recently to raise donations for the March of Dimes. Only a few members of this group from York, PA made the entire hike, but everyone got a great suntan.

Staffers reap dividends of several competitions

A very prosperous dream came true for Mary McIntosh of Lancaster, PA's K mart 4315.

In Mary's dream, the numbers two, three and four kept reappearing. Thinking they were significant in some way, the curious lady played all three numbers the next day in an instant lottery game. She received a phone call later informing her that she had won \$500.

Reporter Steve Harnish says she picked up her winnings and promptly returned to the store to spend them.

K mart 3154, Hampton, VA salutes Will Lundberg, cameras, who placed first in a photography contest sponsored by a local newspaper for his feature picture of a bicycle racer. The enthusiastic high school sophomore would like to devote all his time to photography when he graduates.

Dance the afternoon away was what Ed Murray and Molly Baldwin did one Saturday to raise funds for a Muscular Dystrophy marathon. The two staffers from K mart 7110 in Claymont, DE stayed on the dance

floor for 12 hours and helped to draw \$300 in pledges.

Karen Mauriello, daughter of Marie Mauriello from K mart 4361, Hazlet, NJ, was chosen Loyalty Day Queen of the Avenel VFW Post 7164. The junior at Middletown High School North belongs to the Girls Athletic Association and is a talent flag twirler. She was picked because she was the judge's choice of most typical American girl.

Alma Russell, Krege 126 in Philadelphia, PA, got a super Mother's Day present last month — a brand new granddaughter born on May 8.



Making merry at K mart 3352's first spring promotion for kiddies were familiar friends like Fred Flintstone, Mickey and Minnie, the Cookie Monster, and the Easter Bunny. The "stars" were volunteer staffers from 3352 who put on a great performance with no rehearsal in Liverpool, NY.

Legal topics engage stores

Lynda Todd, domestics clerk for K mart 4448, was well-acquainted with the store's tradition of placing a 16-pound ball and chain around the ankle of an about-to-be-married staffer. So she wasn't terribly surprised when she became the most recent victim.

What did startle her was when her fiancé, police officer Gene Croteau, came to the Salem, NH store from his post in Lowell, MA, and handcuffed himself to Lynda's wrist.

The ball and chain gimmick has been a popular routine designed to encourage engaged individuals to think twice about taking their marriage vows.

Concern over the problems of shoplifting enticed several employees of K mart 9127 in Wells, NY to produce a three-part skit for their fellow workers recently. Madeilyn Roder, Laurie Maxon, Cindy Horton, Greg Stack and Steve Foti took most of the responsibility for performing an exaggerated simulation of shoplifters in action.

The demonstration specifically pointed to negligent behavior such as not calling for a price check, taking part in personal chatter at the expense of efficient register operations and not checking opened boxes as the basic culprits leading to shoplifting offenses.

It was just "one of those days" for Cindy Vino, checkout operator, at K mart 3268 in Wilkes-Barre, PA. A customer came through her line with an item he had purchased a few days before. It didn't have the identifying color tag of the day on it, and Cindy immediately noticed the omission and called her supervisor, who approached the customer.

He became unruly and belligerent, and Cindy got very upset about the whole incident. When the shopper realized she was not trying to persecute him but rather just doing her job, he relaxed a bit and apologized. The next day, a bouquet of fresh flowers arrived from him.



Lynda and Gene stay locked together.

A sturdy shoe comes to rescue

It's ironic that Rachel Montana works in the shoe department for K mart 3021, Auburn, ME. Her son, 18-year-old Michael Montana, was involved in a close-call with a serious foot injury and was saved by his shoes, purchased from K mart.

Mike got his foot caught in a shredding machine at the yarn factory where he is employed. He couldn't get his foot out of the boot nor could he reach the switch to stop the machine. Then he noticed the drive belt was loose, so he kicked it with his free foot until the belt fell off and brought the machine to a halt.

After being rushed to the hospital, Mike learned that his foot had suffered some bruises, but no severe lacerations. The sturdy Vibram sole hiking boots he wore took the brunt of the damage, but protected him. Doctors informed Mike that he very likely could have lost his foot if he hadn't been wearing the boots.



Douglas Ramsey, Steven Pratt and Jeffrey Tinkham, 1 to 3, take a break from building a new patio enclosure for K mart 7108, Attleboro Falls, MA.

Southern Regional News



Ed as Lord Douglas

Roar of the greasepaint attracts budding actor

Ed Anderson had never acted in his life, but he was recently hit by the show biz bug.

Encouraged by his friends, the advertising manager for K mart 4415, Daytona Beach, FL, tried out for and was accepted as a member of the Daytona Playhouse cast for their production of "Mary, Queen of Scots."

After weeks of night practices, working on scenery and letting his beard grow, Ed finally made his stage debut as Lord Douglas, a 17th century Scottish nobleman.

The experience was so rewarding he plans to audition for another play next fall.

Achievers get saluted at these K marts

Talk at K mart 4234 in Spartanburg, SC has been revolving around Mickey Linburg, appliances, who won K mart's South Carolina Amateur Golf Match with a score of 72 for 18 holes. Mickey, an avid golfer, has been playing for almost 15 years. Five days he spends at work, one day at home, and one day is completely reserved for his hobby.

Ann Hopkins, Ed Billingham, Marilyn Bodiford and Duane Williamson signed up for a Sunday night bowling team just for the fun of it, and ended up being the first place team. They all work for K mart 9109, Lake City, FL.

Manager Don Nadeau, K mart 4356, Largo, FL, had the honor of presenting retirement gifts to staffers John Milner, Clara Belle Barnes and Bertha Jensen at a farewell luncheon given in their honor last month.

Staffers concern themselves with history and good health

In the spirit of the 1800's, K mart 9169 of Eufula, AL decked out in their antebellum finest to help celebrate the 12th annual Historical Heritage Tour. The town has been ablaze with spring blossoms around the mansions. K mart held a fashion show to coincide with the yearly event, demonstrating ensembles modeled by employees and their families.

K mart 4360, Southaven, MS has a state champion. Shelby Knight, who has been with the store almost two years, won the Gold Medal of the United States Skill Olympics for his work in radio and television repair.

He will compete in the national contest in Cincinnati June 20-24.

To help support the March of Dimes, the police department of Athens, TN, agreed to jail a person of one's choice for a \$10 contribution. "Jail and Bail Day" drew a lot of support from K mart 9052, as several employees obligingly got handcuffed and carted to the city jail for the good cause.

In Biloxi, MS, K mart 7052's staffers were also donating their time to a productive learning experience. The American Red Cross awarded certificates of achievement to seven employees for their completion of the Standard First Aid Course and CRP (cardio-pulmonary-resuscitation).

The course was taught in the store

lounge two evenings each week. Employee response was excellent and another course has been planned for this fall. Instructor Augustus Greece demonstrated a lot of patience and dedication in his efforts to train people to handle emergencies.

Larry Lloyd and Camera Manager Jerry Love made a sound movie of customers and employees to demonstrate to K mart 3003 shoppers how projectors work. The North Augusta, SC store sold three cameras and four sound projectors in two weeks as a direct result of the presentations.

On Sunday, May 1, approximately 100 area K mart personnel and members of their families teed off in the semi-annual golf tournament at Glenbrook Country Club in Pasadena, TX. Besides golf, Store 4398 participated in contests as well as a tasty barbecue provided for guests. George Blystone, camera manager, carded a 97 to take the first place trophy in the first flight category. Johnny Ferguson got a third place trophy.

K mart 3360, Knoxville, TN, announces that their part-time DECA staffer, David Manes, distinguished himself in two separate categories for organizational honors.

David, a student at Doyle High School, won first place in department store merchandising at the district level, and second place at the state level.



Ten-year-old Pam Bryant is already well on her way to becoming a professional majorette. The talented daughter of John Bryant, stockman for K mart 7069 in Marysville, TN, won the Little Miss Majorette of Tennessee title at a district competition. A student of Coral Flynn, Pam has won many other state awards. She will advance to a national competition in August in Ashville, NC.



This new employee was spotted checking in at K mart 9061, Statesboro, GA during their Easter sales promotions.

Cager has future with USC-Aiken

When Mrs. Harold Seiple sends her son Dennis off to college next fall, she'll watch him start an important basketball career.

Dennis, 6'7" and a basketball star at Lower Richland High School in Columbia, SC for the past two years, just signed to play ball for the University of South Carolina-Aiken Pacers. His new coach, Lew Perkins, is looking forward to the added energy and depth in the center position that Dennis can bring his team.

The newest Pacer has pitched for his high school baseball team, and is a down-to-earth person who Coach Perkins feels sure will work hard.

"In a year or so with experience under his belt, he's going to improve so much more," his high school coach was quoted saying. "His main thing is he wants to play and he wants to learn." Coach Gaither said Dennis had been his most improved player.

Mrs. Seiple works for K mart 4043 in Columbia.

4296 bids adieu to fine employee

After eight years of service with K mart 4296, Hollywood, FL, John Shaugness, hardware manager, was taking his retirement from the company. He was recognized at a breakfast and presented with a smart digital watch. But the highest compliment came by way of Gertrude Brown's poem, written in his honor, which said, "Always ready with a smile, with a kind and helping hand, the nicest type of person, John, our hardware man. If we were to judge employees by their willingness to do, we would give the highest rating to a worker such as you. So as you leave us for retirement, to start life some, place new, may health and joy and all God's gifts go right along with you."

Western Regional News

Experiments with new ideas prove absorbing pasttime

When you watch the Rose Parade next January, be sure to watch for the lady who won the theme contest: Mrs. Allen Potts. Her husband heads the real estate department for the Western Regional Office. She offered the winning title suggestion, "On the Road to Happiness."

claims, can look like anything you want it to!

Manager George Scaggs from K mart 4371, Santa Maria, CA, welcomed special visitors from Australia to his store recently. Lyndie Shannon, secretary to Managing Director Bevan P. Bradbury of K mart Australia Ltd., accompanied her mom and a group of travelers to California last month and stopped in to see the gang in Santa Maria. Mr. Scaggs took the two visitors to dinner and introduced them to his staff.

You may all remember Charlie, the talking Myna bird from Kresge 712 who enchanted all the customers and drew much concern over his illness last year. Regrettably, the Vallejo, CA store informs us that Charlie has passed away. He made a striking impression on the city: there was an obituary note in a local newspaper column stating he would be missed.

Kim Albritton, stockboy at K mart 4025 in Tyler, TX and a junior at Chapel Hill High School, won first place in the accounting division of the Texas State Office Education Association contest. He is enrolled in the Vocational Office Education lab program at his school and plans to enroll in a similar one for seniors next year. Three hours of daily on-the-job training will be offered.

Gordon's green thumb beautifies Phoenix

Phoenix, AZ's K mart 3014 has always been proud of Gordon Krueger's performance as garden shop manager. The appreciation was shared by a special customer recently, who insisted that Gordon's name be placed on an achievement award he was presented by the mayor of his city.

Lewis Burch, a real estate broker with property near the 16th St. K mart location, was the recipient of the Phoenix Environmental Quality Commission's award for successful efforts to beautify the area. Mr. Burch bought all of the flowers and plants he used from Gordon, and stated, "While the quality and price of the merchandise has always been good, the greater value and aid to me has been the quality and knowledge of the manager, Gordon Krueger. He knows a lot, shares what he knows and has always been helpful in many ways. In other words, a share of that award should be his as well."

The mayor agreed with Mr. Burch's reasoning, and obligingly added Gordon's name to the certificate.



Renate Hoeffleit, c, shows her delight at winning the K mart Apparel's Employee of the Month award. The ladies' wear staffer from K mart 4482, Soquel, CA, is joined by District Manager Luther Jones, I, and Merrill Windsor, her supervisor.

Wayne fulfills family legacy

Eight years ago, Kenneth Wayne Potts' grandfather gave the youth an alto-saxophone as a legacy. He himself had been a professional musician, and hoped Ken would find the same fulfillment in a musical career.

The youth, now 17 years old, has more than satisfied that earlier wish. For the second year in a row, Ken has been selected to study with the renowned Stan Kenton Jazz Clinic which will meet in Costa Mesa, CA this summer. He will receive instruction in jazz concepts and theory as well as rehearsal techniques. Importantly, Ken will be encouraged to improvise and record with the Kenton Band and other internationally acclaimed jazz artists.

His co-workers at Costa Mesa store 4047 haven't recovered from the excitement of Ken's good fortune, but he's matter of fact about his goals, preparing for the learning experience with steady practicing. Ever since he took a jazz composition course his sophomore year in high school, he has been convinced jazz arrangement and composition was his field.

The advanced study group of which Ken will be a part includes educators from Connecticut to California and from North Carolina to Arizona, all respected professors of music. Two of them are faculty members of North Texas State University in Denton, TX, the musically-oriented college Ken would like to attend after graduation from Estancia High School.



Grandma Theresa with her two new "twins."

Stork brings grandma a double surprise

Theresa Richmond took her first day off work in three years from K mart 4106 in Medford, OR last month. When two of her married daughters had baby girls on the same day, six hours apart, she was wild with joy.

The "double birth" was the closest Theresa has come to having her wish for twins fulfilled. "I call it having them the easy way," she gleefully informed a Medford reporter.

Rachelle Lee Beddingfield was born to Theresa's daughter Terry Lee, and Tricha Ann Clement was born to daughter Patricia Lucille. Both babies were delivered at Rogue Valley Memorial Hospital.

Theresa's brothers are twins, and her husband's mother and sister had twins in their families. But the new grandmother isn't complaining. Without knowing it, Rachelle and Tricha made her very happy.



When Evelyn Bankson, c, celebrated her 25th anniversary with K mart 4239, Los Angeles, CA, 84 co-workers turned up at the breakfast held in her honor. On Evelyn's left is Manager Richard Brunner; on her right is Merchandise Manager Melvin Glogow.

It tastes terrific!



District Manager Robert Shew got treated to his favorite breakfast, giant size biscuits and a bowl of gravy—when he paid a visit to K mart 3369 in Rancho Cordova, CA last month.